

Accomplishments & Program Highlights

FY 2008 – 2009

In furtherance of its mission to identify consumer privacy problems and promote best practices, the Office of Privacy Protection sponsored legislation to address the problem of abandoned records. Working with a group of stakeholders that included commercial property owners, the record storage and destruction industry, and privacy advocates, the Office drafted AB 1094, which will help protect consumers who are put at risk of identity theft and other privacy harms when a business abandons records containing personal information.

INFORMATION & EDUCATION

Consumer Education Materials

- *Secure Your Computer*, a training presentation for use by community organizations, businesses and individuals to provide basic training on securing information on home computers. (1/09)
- Updated *CIS 12: Protect Your Computer from Viruses, Hackers and Spies*. (1/09)
- Updated *Recommended Practices on Notice of Security Breach* to address health facility breach notification. (6/09)

Cyber Safety for Children

- Expanded Cyber Safety for Children program with addition of Speakers Bureau, made up of members of a coalition of business, education, non-profit, law enforcement and government experts. The Speakers Bureau provided speakers at 5 events for parents at PTA-sponsored events in schools. (2/09-6/09)
- Added library of resources for parents and educators to web site (www.cybersfety.ca.gov). Topics include Social Networking, Cyberbullying, Digital Piracy, School Policies, and Curricula and Teaching Materials. (1/09)
- Web site received award from Wired Safety for Best State Cyber Safety Resource of 2008.

POLICY
DEVELOPMENT

Workshops and Seminars

- 20 for consumer and community groups, including:
 - 6 legislator town hall meetings on identity theft.
 - State PTA Convention presentation on the Cyber Safety for Children program.
- 29 for business, government and professional groups, including:
 - 2 seminars for local government on the FTC's Red Flags Rule on identity theft.

California Data Privacy Day

Governor Arnold Schwarzenegger proclaimed January 28, 2009 as the first California Data Privacy Day, joining with other states, Canada and 27 European countries to raise awareness of data privacy practices and rights. The California Office of Privacy Protection marked the day by participating in a community workshop and offering a new training presentation on its web site.

- Abandoned Records Legislation: COPP-sponsored AB 1094, which addresses the problem of records containing personal information that are abandoned by businesses or professionals, was signed by the Governor and enacted as Chapter 134 of the Statutes of 2009.
- College and University Social Security Number Task Force: COPP convened representatives of public and private higher education institutions, privacy advocates and business to prepare a report mandated by Education Code § 66018.55 on use of SSNs. COPP conducted legal research and fielded a survey to campuses.
- State Government Privacy Policy: COPP provided consultation and advice to the State Information Security Office on the development of privacy policies, procedures, standards, and guidelines for state agencies.
- Electronic Health Information Exchange: As a member of California Privacy and Security Advisory Board to California's Secretary of Health and Human Services, the COPP Chief contributed to the development of privacy and security standards for electronic health information systems.
- Homeland Security: As a member of U.S. Department of Homeland Security's Data Privacy and Integrity

CONSUMER
& BUSINESS
ASSISTANCE

Advisory Committee, the COPP Chief contributed to recommendations on privacy impact of DHS programs, including verification of employers in the E-Verify program, addressing privacy impacts in grants to states, and privacy guidelines for the information-sharing environment.

- High Technology Crime: As member of Advisory Committee on High Technology Crime, the COPP Chief coordinated with regional law enforcement task forces on identity theft and related issues.

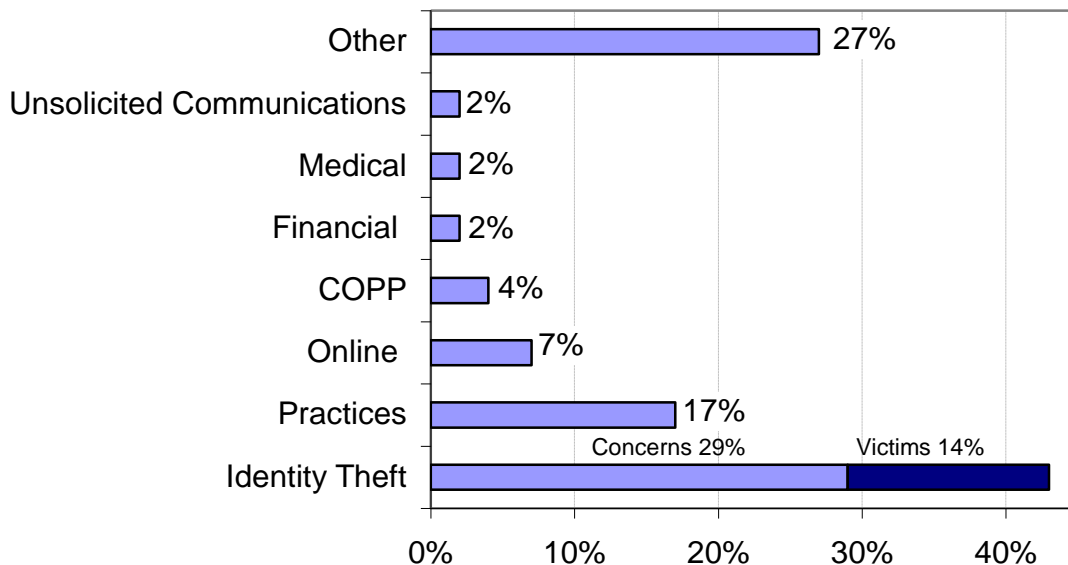
Calls and E-mails

- Responded to 5,000 initial calls, e-mails and letters.
- 88% from consumers, 7% from businesses, 5% from government.

Data Breach Assistance

- Responded to 663 calls and e-mails (included in total above) from recipients of breach notices and organizations preparing to notify. Provided individuals with information on steps to take, and businesses with assistance in responding to breaches.

INITIAL CALLS AND E-MAILS TO OFFICE OF PRIVACY PROTECTION 7/08-6/09



PRACTICES: privacy practices & privacy laws. COPP: questions about Office, requests for speaker. ONLINE: phishing, personal info online, etc. UNSOLICITED COMMUNICATIONS: telemarketing, junk faxes/mail, spam. OTHER: general privacy concerns & non-privacy issues. Total is >100%, as a contact may raise more than one issue.